

PART ONE:
PITCH SESSION!

CREATE A PITCH ISSUE

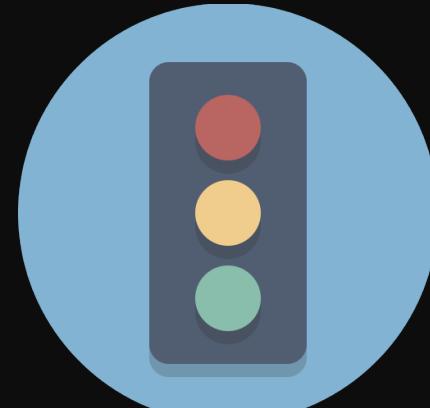
1. <http://github.com/jsoma/playfair-projects>
2. Open an issue with a quick writeup of your pitch, including data, inspiration, etc. Be sure to add **[Pitch]** to the title.
3. Each person shares their pitch with the group, and each groupmate gives some feedback as a comment on the issue.
4. Respond to the feedback, being appreciative that they helped you out!
5. The TAs and I will approve your pitches.

PART TWO:
LET'S TALK ABOUT COLOR



綠

MIDORI



青

AO

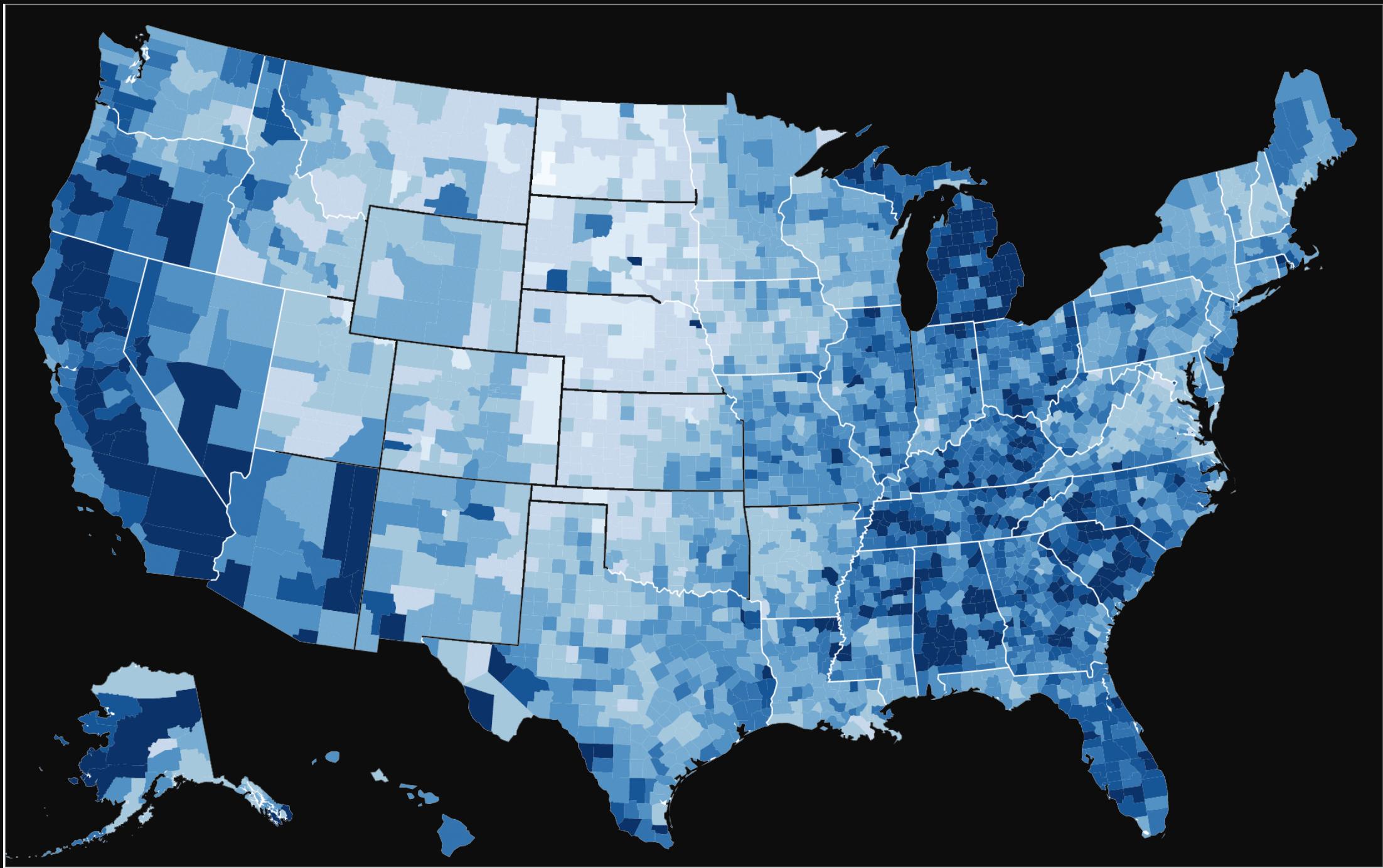
голбой

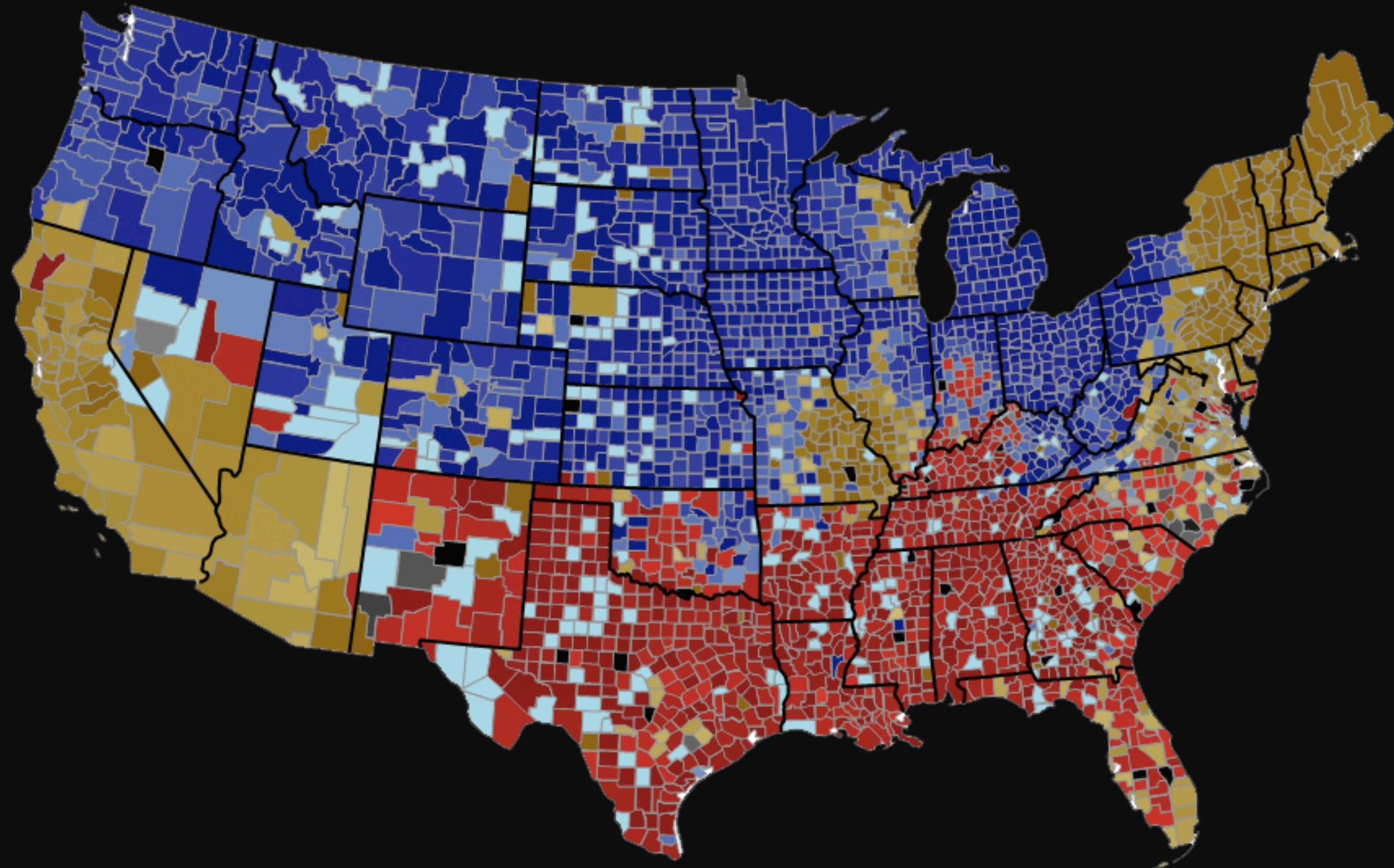
синий



C Hindu	H Muslim
D Native American	I African
E Chinese	J South American

- | | |
|--------------------|---------------------|
| 1 Anger | 43 Holiness |
| 2 Art / Creativity | 44 Illness |
| 3 Authority | 45 Insight |
| 4 Bad Luck | 46 Intelligence |
| 5 Balance | 47 Intuition |
| 6 Beauty | 48 Religion |
| 7 Calm | 49 Jealousy |
| 8 Celebration | 50 Joy |
| 9 Children | 51 Learning |
| 10 Cold | 52 Life |
| 11 Compassion | 53 Love |
| 12 Courage | 54 Loyalty |
| 13 Cowardice | 55 Luxury |
| 14 Cruelty | 56 Marriage |
| 15 Danger | 57 Modesty |
| 16 Death | 58 Money |
| 17 Decadence | 59 Mourning |
| 18 Deceit | 60 Mystery |
| 19 Desire | 61 Nature |
| 20 Earthy | 62 Passion |
| 21 Energy | 63 Peace |
| 22 Erotic | 64 Penance |
| 23 Eternity | 65 Power |
| 24 Evil | 66 Personal power |
| 25 Excitement | 67 Purity |
| 26 Family | 68 Radicalism |
| 27 Femininity | 69 Rational |
| 28 Fertility | 70 Reliable |
| 29 Flamboyance | 71 Repels Evil |
| 30 Freedom | 72 Respect |
| 31 Friendly | 73 Royalty |
| 32 Fun | 74 Self-cultivation |
| 33 God | 75 Strength |
| 34 Gods | 76 Style |
| 35 Good Luck | 77 Success |
| 36 Gratitude | 78 Trouble |
| 37 Growth | 79 Truce |
| 38 Happiness | 80 Trust |
| 39 Healing | 81 Unhappiness |





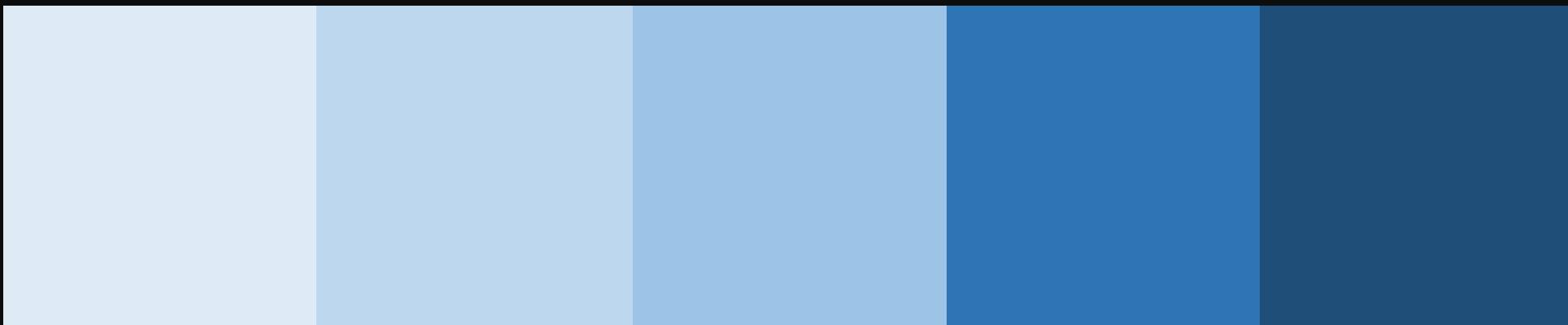
3 TYPES OF COLOR SCALES

SEQUENTIAL

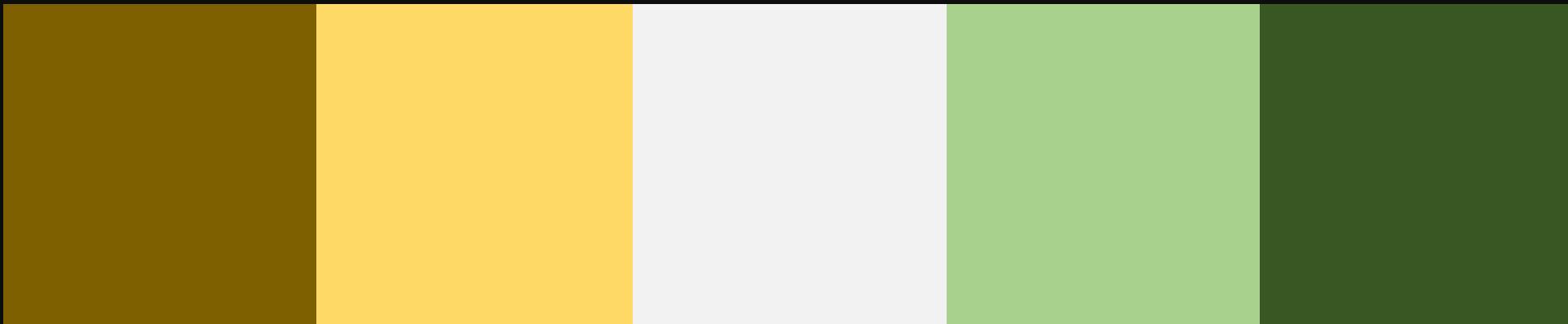
DIVERGING

CATEGORICAL

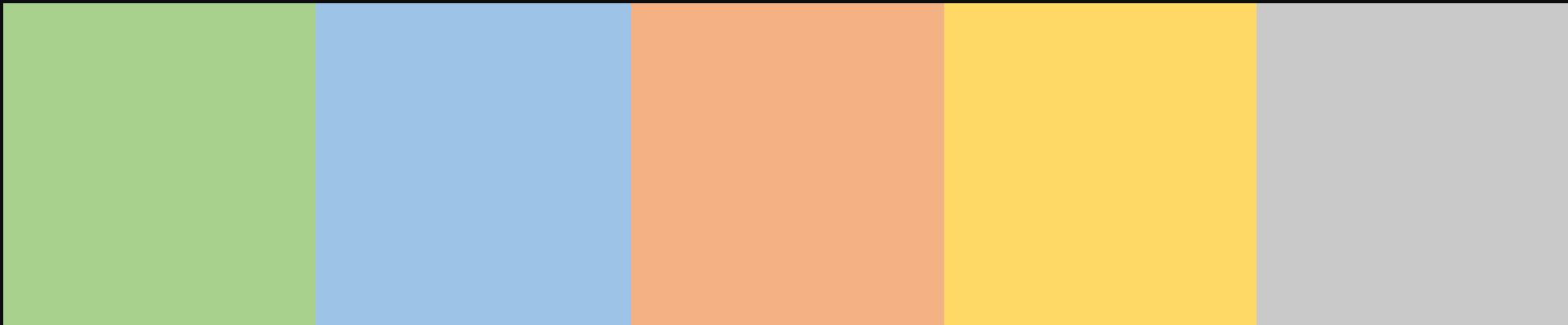
SEQUENTIAL ORDERED VALUES

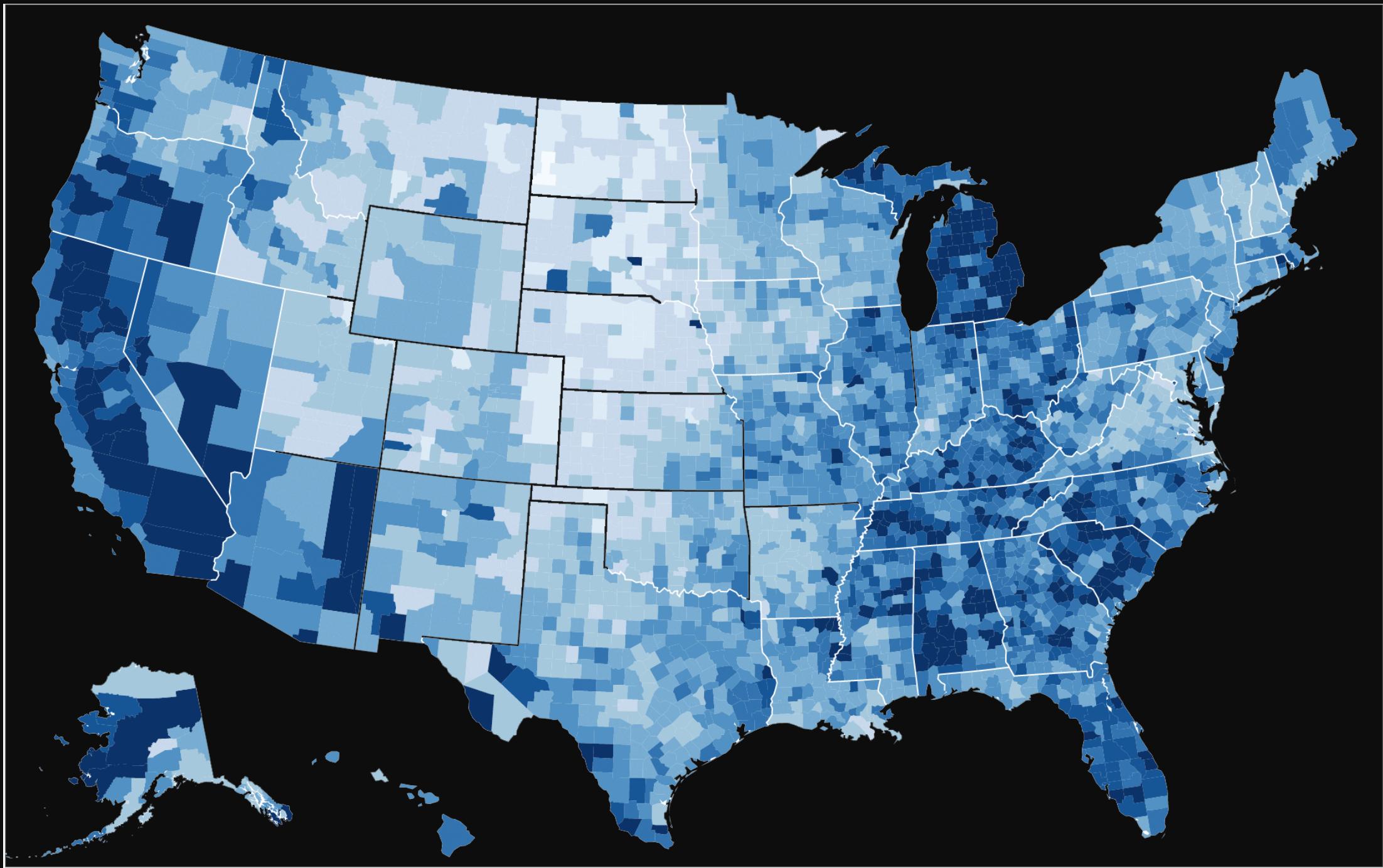


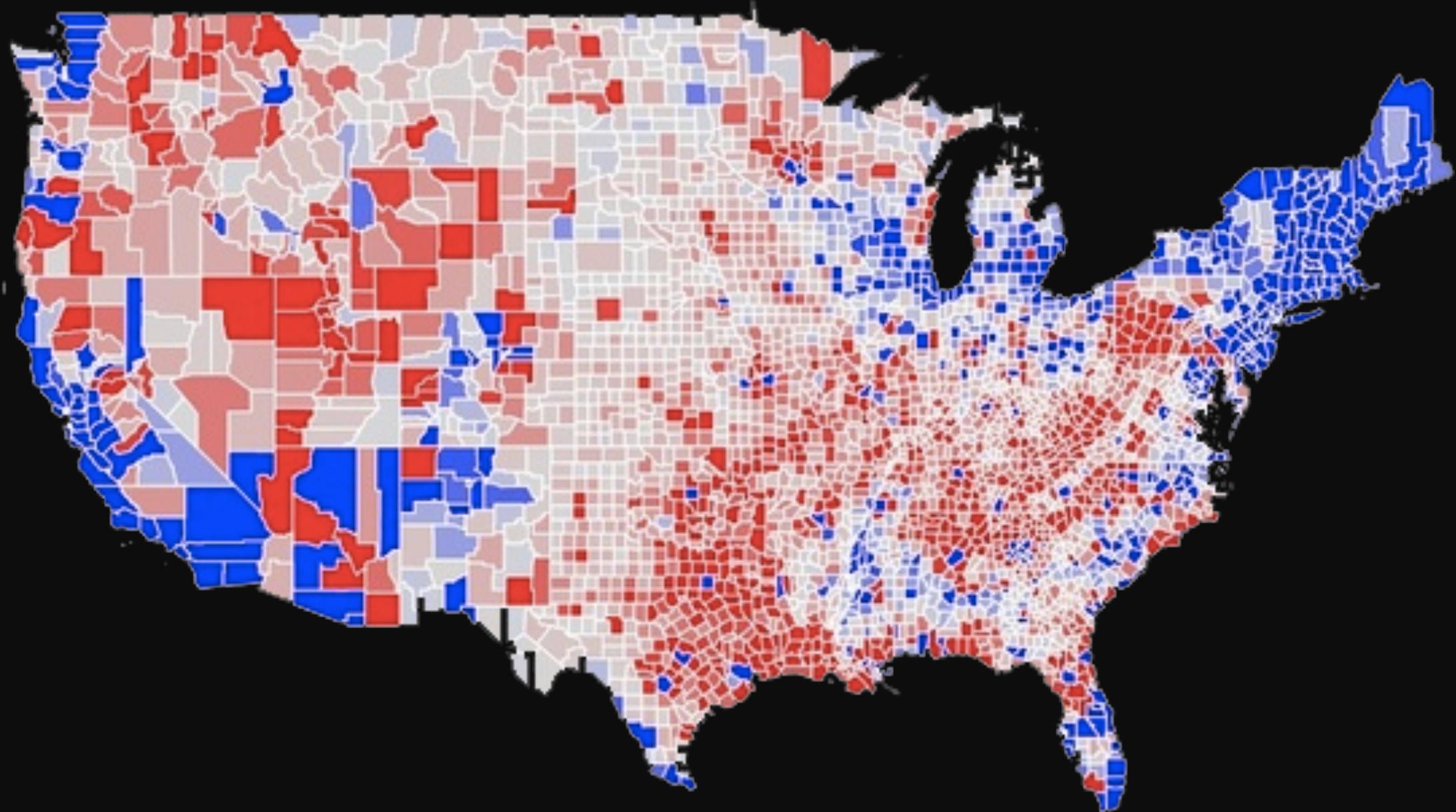
DIVERGING ORDERED VALUES CENTERED AROUND A MIDDLE

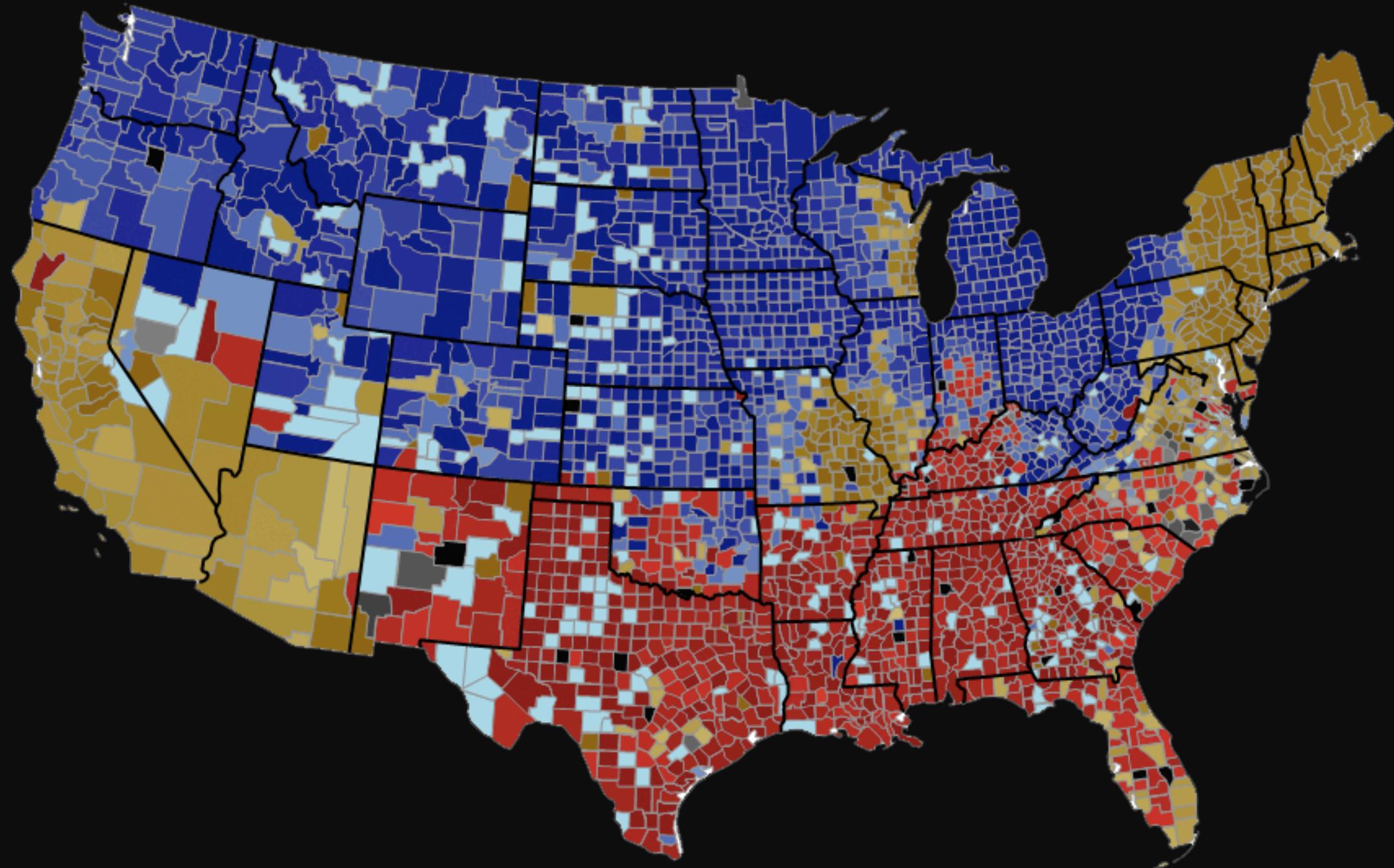


CATEGORICAL UNORDERED VALUES





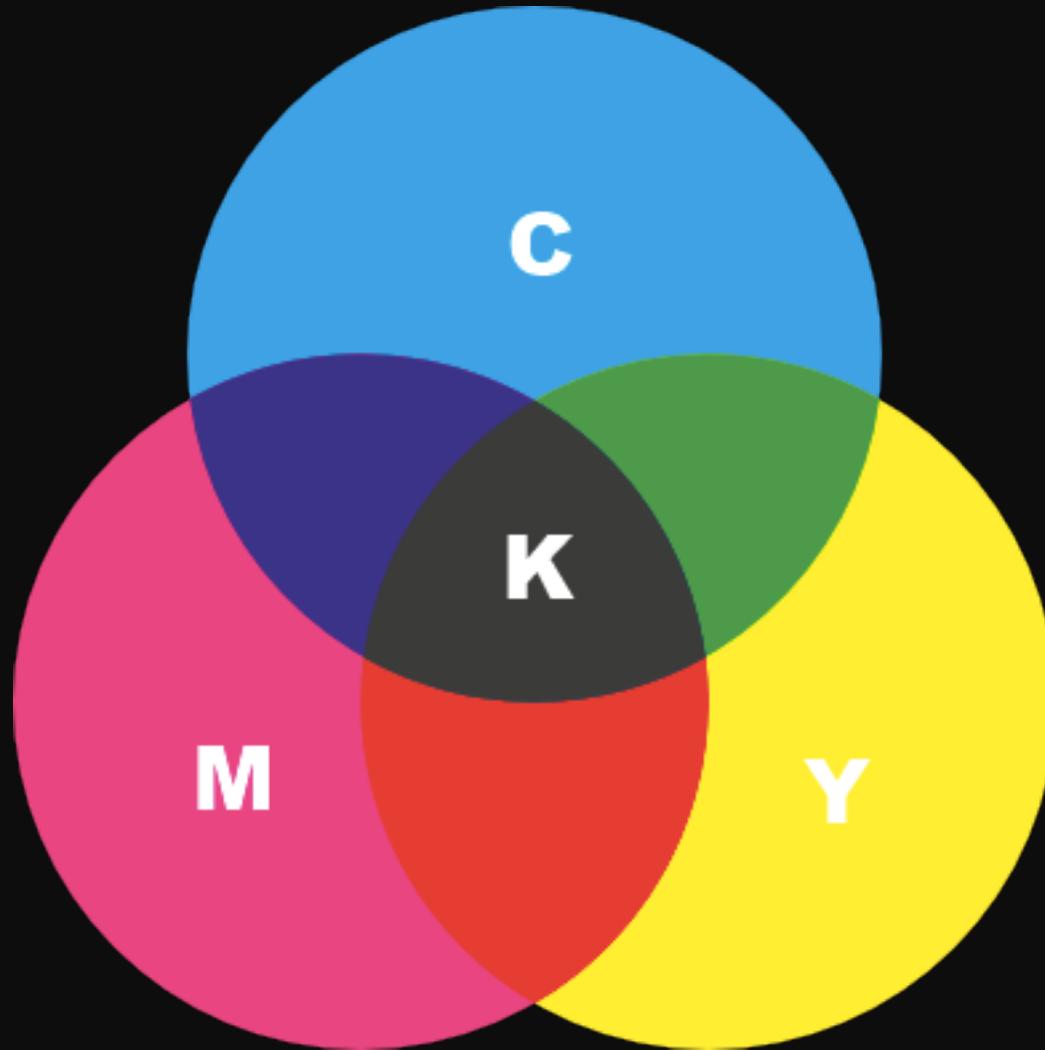




RGB



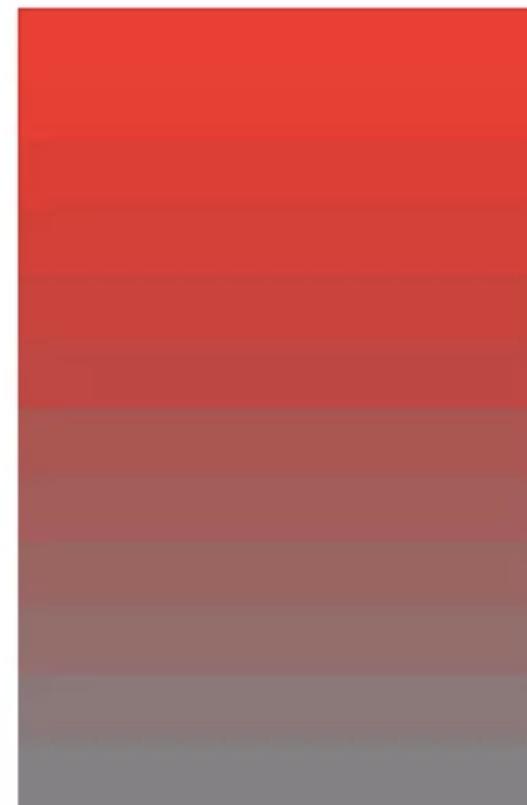
CMYK



HUE

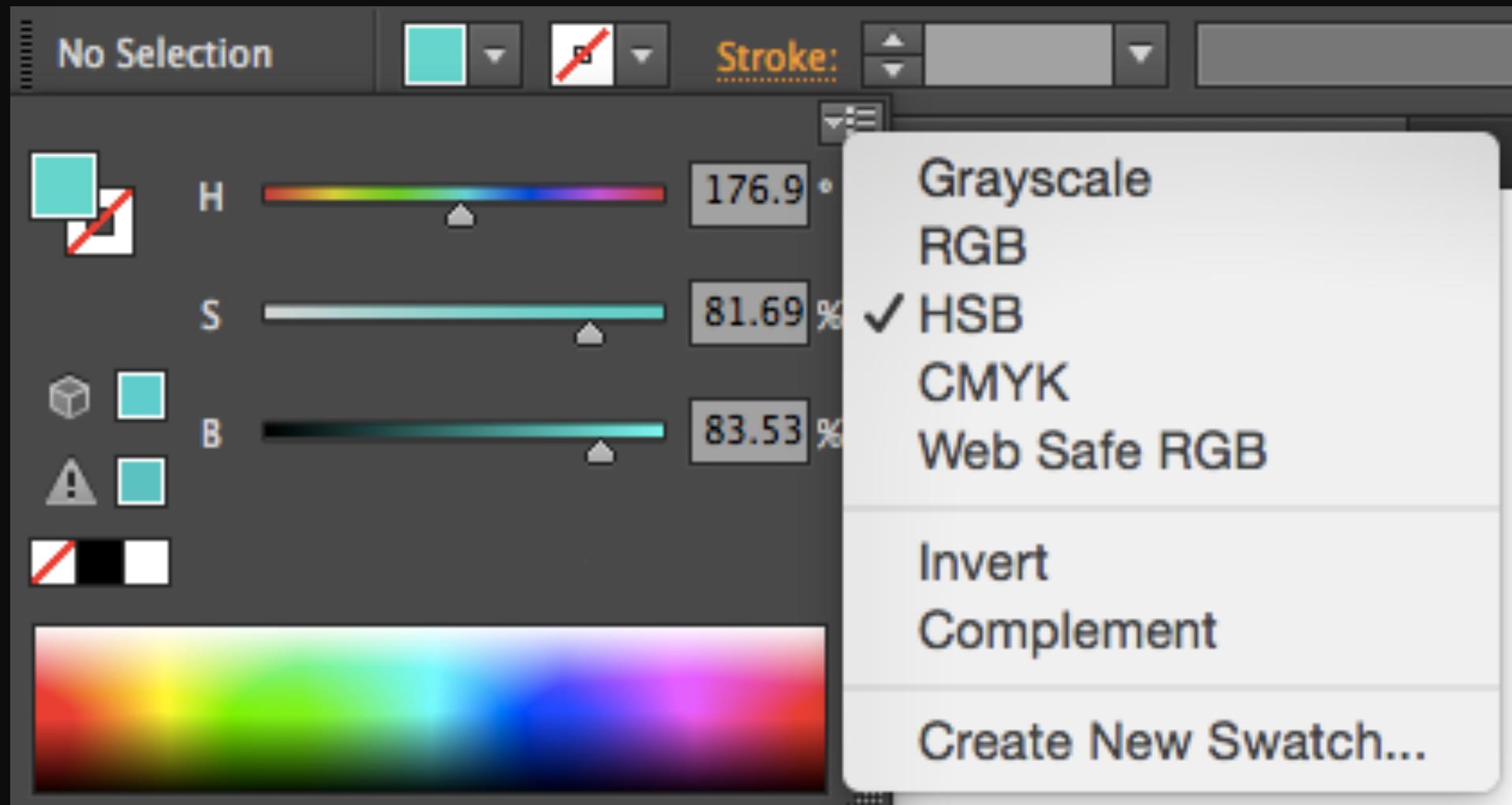


SATURATION



VALUE

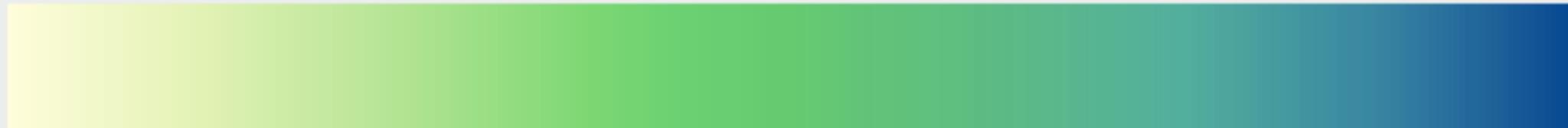




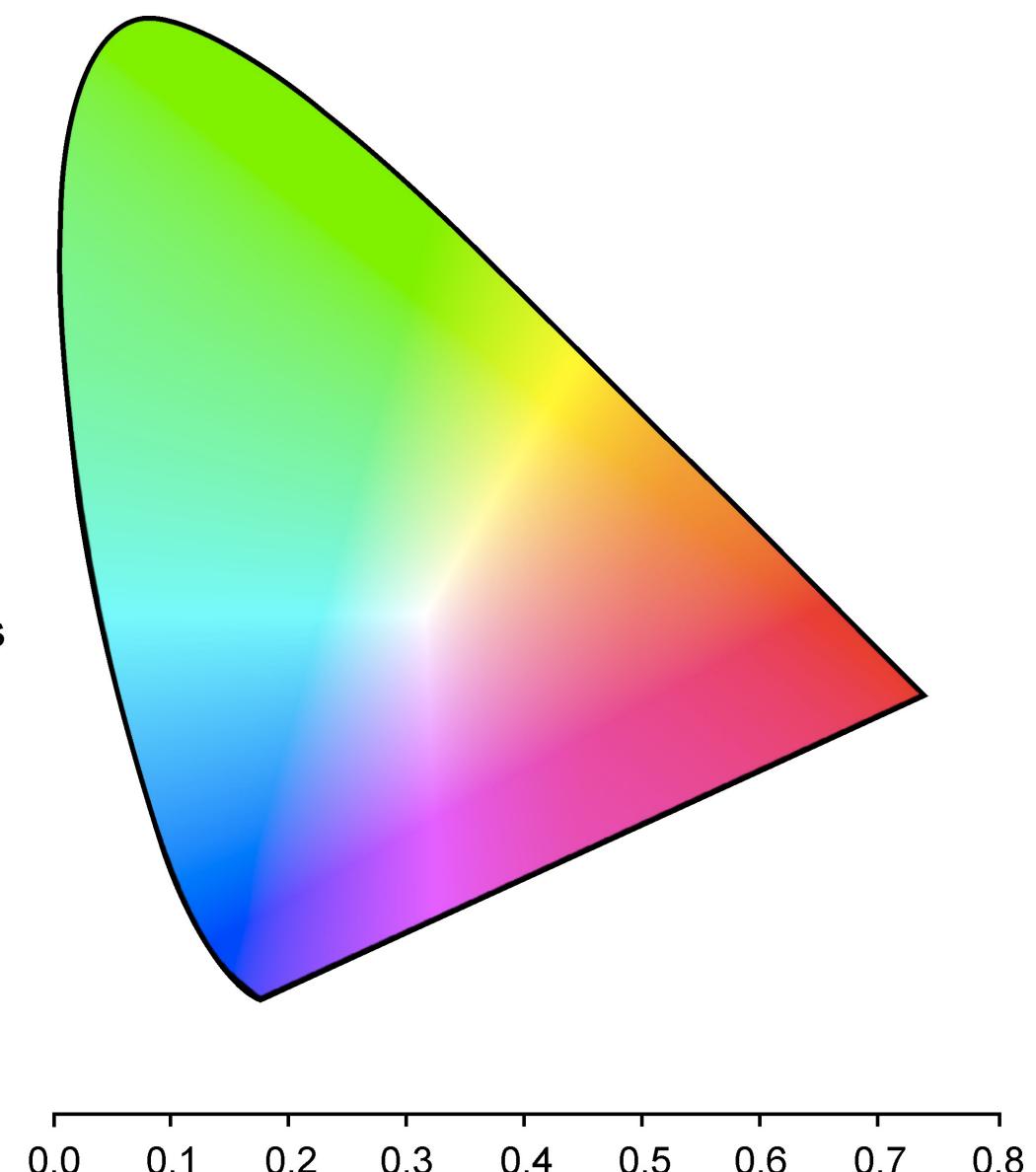
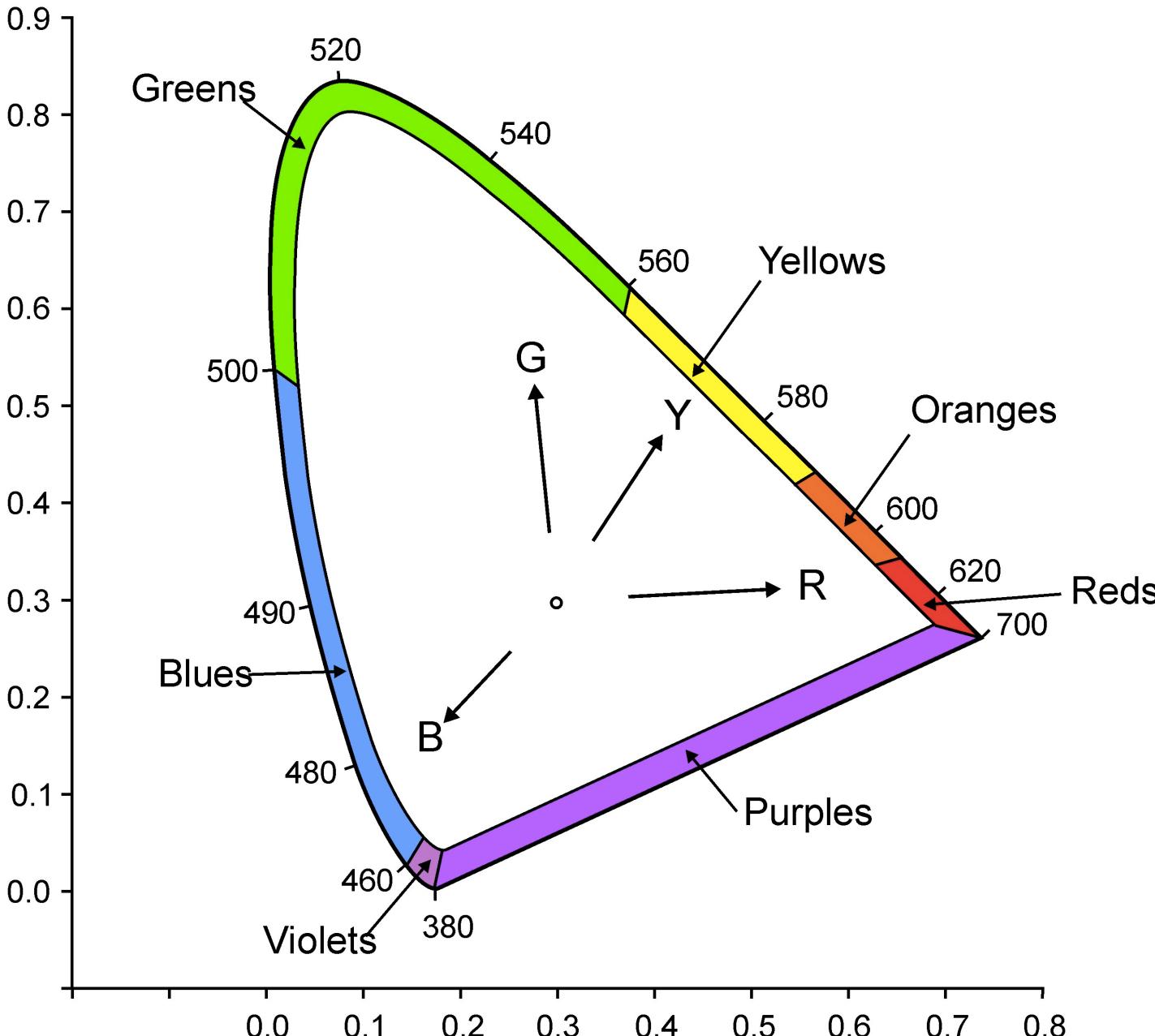
BUT, PERCEPTION!



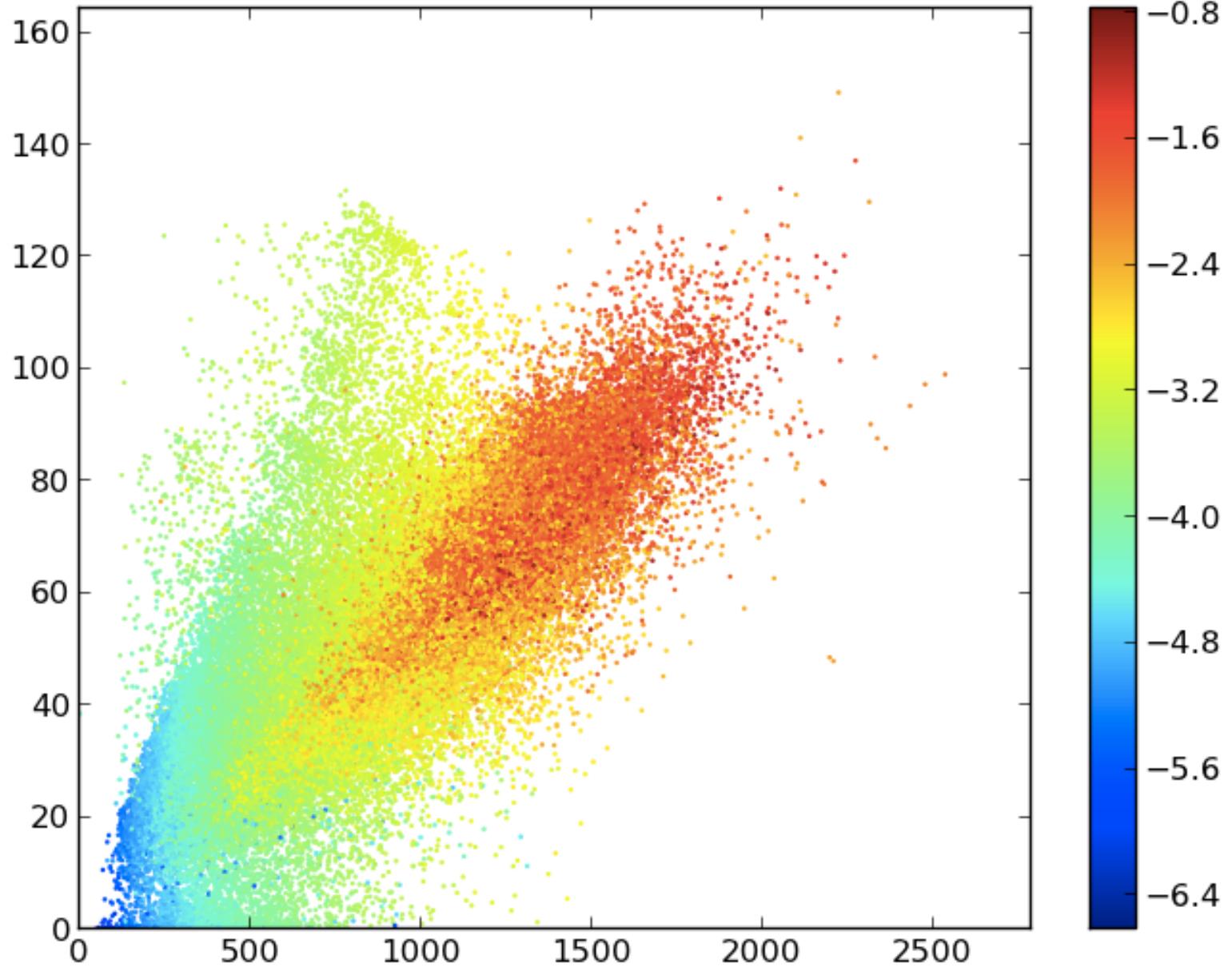
perceptually linear lightness, saturation, and hue shift (L^*C^*h)



nonlinear shift (HSV)



Colorbar: void fraction

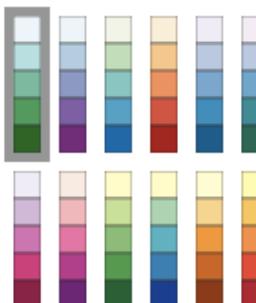


ColorBrewer: Color Advice

colorbrewer2.org

Number of data classes: 3

Nature of your data:
 sequential diverging qualitative

Pick a color scheme:
Multi-hue:

Single hue:


Only show:
 colorblind safe
 print friendly
 photocopy safe

Context:
 roads
 cities
 borders

Background:
 solid color terrain
 color transparency

how to use | updates | downloads | credits

COLORBREWER 2.0

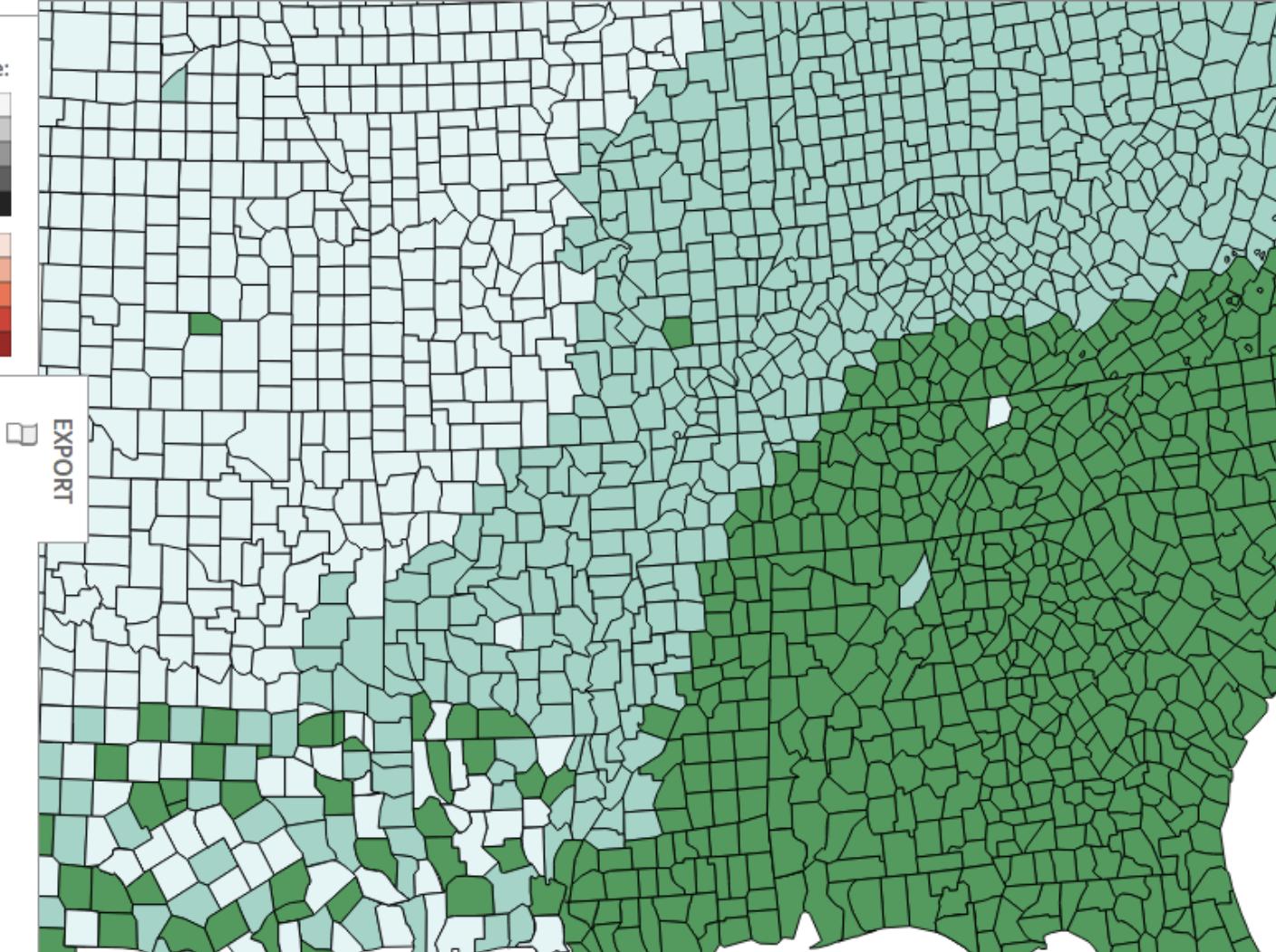
color advice for cartography

3-class BuGn

EXPORT

HEX

#e5f5f9
#99d8c9
#2ca25f



“COMPARED TO WHAT?”

The Jobless Rate for People Like You

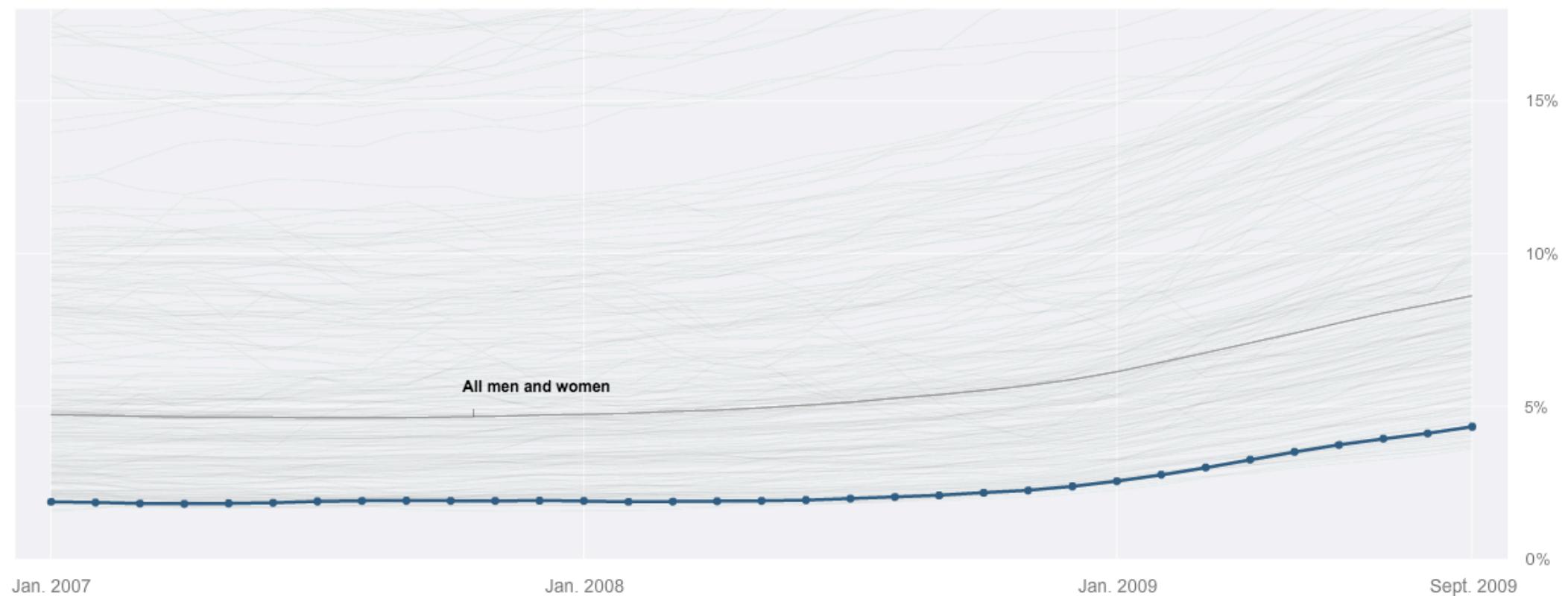
Not all groups have felt the recession equally.



UNEMPLOYMENT RATE,
12 MONTH AVG. ENDING SEPT. '09

4.3%

For all men ages 25 to 44 with a
college degree



[HTTPS://WEB.NATUR.CUNI.CZ/~LANGH
AMR/LECTURES/VTFG1/MAPINFO_2/B
ARVY/COLORS.HTML](https://web.natur.cuni.cz/~langh/AMR/LECTURES/VTFG1/MAPINFO_2/BARVY/COLORS.HTML)

TAKE A BREAK.

PART THREE: STORY SUBMISSION PRACTICE

FORK + STORY ISSUE, PT. 1

1. <http://github.com/jsoma/playfair-projects>
2. Create a **[Story]** issue on the repo,
explaining your **somewhat-finished** piece.
3. Click **Fork** in the upper-right-hand corner.
4. `git clone` this repository to your computer.

FORK + STORY ISSUE, PT. 2

1. Make a folder in `/projects/` that is **your name**. For example, I might make mine `/projects/jonathan-soma/`.
2. Then make a folder inside of your folder just for this **story**. Mine might be `/projects/jonathan-soma/crime-rates/`
3. `git add`, `git commit`, `git push`
4. Submit a pull request by going to your repo and clicking **Compare & Pull Request**. In the description, reference your story issue by a pound sign and the number, e.g. `#3`. You can find your number by looking at the URL of your story issue.

FORK + STORY ISSUE, PT. 3

1. Now that you've done all this work, we still won't accept it, because you haven't followed the rules!
2. First, you need feedback: you'll get that in a minute during critiques.
3. Next, you'll need to format it correctly. We don't accept plain PDFs and there needs to be documentation. You'll take care of that for homework.

PART FOUR: CRITIQUES!